

## **Claims**

1. A container having a lenticular area affixed on the container surface,  
said area having an outer surface constituted by a plurality of lenticular lenses,  
said lenticular lenses formed onto the outer surface by a process selected from the group consisting of pre-embossing the film label, embossing by an engraved portion of the injection mold while simultaneously forming the bottle, and embossing with an embossing plate within a label-affixing machine,  
said lenticular lens having a composite image formed by a plurality of parallel image lines facing into the container,  
said lenticular lens areas on containers selected from the group consisting of flat-faced and curved containers in which the graphics on the curved containers are selected from the group of a complete image wherein the print image lines are compressed to provide a complete image which matches the optics of the pitch of the lenticular lens grid in its curved orientation and the non compressed print alignment to produced visual illusionary effects of image lines going into a clear container.
2. A process for producing plastic material having parallel lenticular emboss-to-print line alignment to produce complete evenly changing left-right and up-down graphics comprising the steps of rotary embossing optical ridges on a plastic film with a cylinder having parallel indexed annular grooves,  
cutting said film at right angles to the coherent axis of the cylinder and parallel to the parallel embossed ridges, and guiding parallel film edges into the printing presses parallel to edge guides which presses have their printing plates with line indicia aligned parallel to the edge guide, thereby to print the line indicia parallel to the film edge and mutually embossed ridges.

3. The process as defined in claim 2, further comprising cutting the film at right angles to the axis of the film, thereby to create sheets for sheet presses.

4. The process as defined in claim 2, further comprising guiding the embossed plastic film with devices producing sensory response to the differential of parallel ridges, valleys, and edges into presses selected from the group consisting of printing presses and laminating presses.

5. A process for producing a material having parallel lenticular emboss to Film edge alignment comprising the steps of  
printing parallel line indicia or register marks in the margin on film,  
guiding the parallel line printed film with optical sensors reading the parallel lines or marks in order to align the print lines straight into the embosser,  
and  
rotary embossing the preprinted film with ridges parallel to the print lines with a cylinder having indexed annular groves by a step selected from the group consisting of cast coating, hot embossing, cold embossing, and laminating.

6. A process for producing plastic material having parallel lens ridge to print line alignment comprising the steps of  
printing lines of parallel clear medium forming parallel ridges, and  
printing mutually parallel print lines by a step selected from the group consisting of printing in line and off line presses.

7. The process as defined in claim 6,  
wherein the order of the steps is reversed.

8. A process for producing plastic material having parallel lenticular emboss-to-print line alignment comprising the steps of  
printing parallel lines of clear medium, and printing a full and continuous image wherein the alternating lines of ink making contact with said clear medium are repelled leaving these medium lines clear and without print.

9. A process for producing plastic material having parallel lens to print line alignment comprising the steps of  
printing parallel lines of raised clear medium, and printing a full and continuous image wherein said parallel raised clear medium lines act as an inking system to automatically register ink only to said raised lines of clear medium and prevent the transfer of ink to the lower adjacent portions therebetween.